

## **Third Dimension in Business Communication: Language & Literatures**

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### **ABSTRACT**

The richness of English Language can be ascertained by its capacity of absorbing the words of other languages and making its treasure rich. The aim of the paper is to ascertain the impact of English contemporary writings in other countries and the struggle of local dialects and literature there. American English has given way to Brick English. An effort has been made to ascertain, measure impact of mobile, internet and video conferencing which are giving birth to new form of English in which abbreviations have become so that one can have many interpretations with same statements. Research methodology comprises of published data and information through survey work and both have been used here. The findings of the research are useful to reveal new vistas and theory of language formation processing where technology has played an important role. If these findings become the base of language and literature theory formulation efforts and the work will give satisfaction that it has done its job and that also rightly.

**Keywords:** Communication, SMS, third force, language and literature, internet.

### **INTRODUCTION**

Language changes, new words are created, existing words develop new usages, the way we pronounce words varies and attitude towards language shifts over time. A dictionary documents the vocabulary of a language at a particular point in time, whereas words and their meanings have a dynamic nature and they witness a continuous transformation and transition with every passing day. In a span of nine years, seven thousand and five hundred new words and senses were added to the vocabulary in American Heritage Collegiate

Dictionary. Nowadays technical terminology has taken a pretext over other expressions. In the fields of science, arts and commerce, technology based words are being added to the dictionary on a daily basis.

Internet has been one of the most remarkable developments of this century and has completely transformed our way of life. From class rooms to army camps, from fashion houses to hospitals and from businesses to satellite communication, internet has, in a very short span of time taken over as the life line. It has gone way beyond being just a mode of communication. The sheer magnitude of the

changes brought on by this advancement is difficult to comprehend. It has not only shrunk the globe for economic benefits but has been able to bring like minded people from every nook and corner of the world right into your study room or your office cubicle. The mode of communication which was primarily English over the internet has changed to several other languages over the years, but English still remains as the most favored one. This incidentally has made people from various cultural, social and economic backgrounds with various degrees of prowess in English to communicate with each other in this common language. This has resulted in the birth of an entirely new form of English. It is a language which has its distinct vocabulary, acronyms, meanings, concepts and ideas. This metamorphosis has affected the way people communicate with each other in English and the literature being published over the internet today. The impact it's having and will have in the future on English is a subject which warrants further research closely following on the heels of the internet revolution is the cell phone tide which has completely flooded the world.

Today, just one cell phone has enough features to replace cameras, computers, communicators, fax machine and lot more and not to forget that it is basically a telephone meant for communication. With the cell phone has come a new form of communication-short Messaging service or SMS as it is mostly called all over the world. You can send a text message from one cell phone to another cell phone or to a computer or a fax machine through the Text Messaging Service. These messages are basically meant for short and prompt communication, thus the name they carry. This has led to a lot of words, expressions and even entire sentences being converted into acronyms. Cutting across borders, age barriers and social as well as cultural differences, this SMS

communication has acquired a distinct place in the way the world communicates with each other today. These acronyms and shortened expressions have also had their impact on English, which still forms one of the primary languages used for sending text messages through cell phones. As this impact and change is a continuous one, it is a matter which necessitates further delving and study.

### **From, BRIEF REVIEW- Math in love 3D in communication**

'Let us work out love, looking at affairs of the heart mathematically was taken up by Prof. Steven Strogatz (2009) Cornell university (The times of India may 30,2009). "In the spring", wrote Tennyson 'a Youngman's fancy lightly turns to thoughts of love'. The analysis is offered tongs in cheek, but it does touch on a serious point, that the nature are written as differential equations. In the words of another poet " the course of true love never did run smooth."

In Shakespearian approach', Romeo is in love with Juliet, who is a fickle beloved. The more Romeo loves her, the more she wants to run away and hide, but when he takes the hint and back off, she begins to find him strongly attractive. He on the other hand, tends to echo her: he warms up when she loves him and cools down when she hates him.

What happens to our star crossed lovers? How does their love and flow over time. That is where the math comes in by writing equations. How Romeo and Juliet respond to each other's affection and then solving those equations with calculus, we can predict the course of their affair. The resulting forecast for this couple is, tragically, a never ending cycle of love and hate. At least they manage to achieve simultaneous love a quarter of the time.

The model can be made more realistic in various ways:

1. Romeo might react to his own feelings as well as to Juliet's
2. He is so worried about throwing himself to her that he slows himself down as his love for her grows.
3. His love feeling turns so much strong he loves her all the more for it.

Consequent upon these situations Romeo could react to Juliet affections either increasing or decreasing his own "Romeo has his own personality trait-the intrinsic worth of man who will choose the love style accordingly.

1. Hermit and malevolent minas throe-who domps out his own love and also recoils from Juliets.
2. Narcissistic Nerd who get pumped by his own ordour .
3. Fliring Fink but turned off by Juliet.

These whimsical examples have grain of truth in them by using differential equation. It is attributed that it is most powerful tool humanity has ever created for making sense of the material world. Sir Issac Newton used them to solve the planetry my shy by uniting heavens and earth showing that save laws of motion applied to both. This is true with the equation governing the flow of heat, air and water, for the laws of electricity and magnetism, even for the unfamiliar and often counter intuitive atomic realm, where quantum mechanics reigns. Romeo and Juliet were loving each other and working with the law of pull and push. But this equation started breaking with the third variable, her old boy friend who wanted her back.

In mathematics, this may be called as third variable. This three body problem contains the seed of chaos rendering the behavior unpredictable in the long run.

Some other attributes of Nav Rasas are visible as living portrait expressed in comic

mode by yamini Lohia (2009, may 30,) in her sketch 'pick me, choose me' in Times of India . the worlds oldest teenager (Archie) 67 years old decided to do the impossible- choose between the swet, pretty, girl next door Betty and seductive charring and waded veronica. The media was funny to show Archie on a bended knee in front of veronica. This led to new bout of hand writing among Betty fans. What is so great about Archie any way? As a hero, Archie's popularity with women, redhead cherry Blossom and Latina stunner, Ginger dopes is even more puzzling. He is not good looking, not intelligent but lazy and unambitions. In real world extraordinary women do not settle for average man.

## OBJECTIVES OF THE STUDY

1. To prepare a data base for new words created existing words developed new usage and the pronunciation of words, in Indian English Literature in Last 20 years.
2. To examine the nature of messages sent by mobile and how far they are contributing to new English literature and Linguistics.
3. To assess the contribution of Internet in providing additional information about words and their usage in forming Indian English Literature.
4. To identify the words and phrases once non appealing have become widely acceptable as speakers grow accustomed to it.

## HYPOTHESES OF THE STUDY

1. Change in the voyage of new words, their usage and pronunciation is visible glaringly in the emerging English Literature in Indian in Last twenty years.
2. Technology has helped us in promoting English Literature and Linguistics.
3. Internet is used to gather additional information about words and to check their usage.

4. A usage once considered trendy or disapproved can often become widely accepted as speakers grow accustomed to it.

### Scope of the study

The study revolves around language literature the instruments which generate and disseminate them as computer internet, mobile books and print terms. Language and literature are created by them on the other hand are invented produced used of indurdoually or in group with connectively having different and diverse instrument as two in one three in one and even four in one. Ollyst in single mobile we have the storage and retreat function of computer, the screen shows text, figure data, audiovisual characteristic of recording and relaying the sound and visual pictures, which have the appeal to the senses of light, hearing, even toichlone and feeling, enhancing, dimmishing or stopping the mystic pleasures sorrows, hatred anger and indifference etc. thus it is a blend of material instruments with the been an emotions, perceptions olthyde and behaviour. The interary communication has reached from landline to sky set hite and has put them in compact form reducing their size as mobile “ Karlo Duniya ko Mutthimen turned the would into global village and the wordily pleasure in the palm of hand controllable with finger tips even by movements of lips. (times of India of March 10)

### Assumptions

In this study there is assumption that man will behave rationally which some times does not hold true. Thus the instrument or tools of literature which should be used for happiness of human being become curse when reach and use by wrong hands for wrong and as killing of men destroying Peace and tranquility of the universe. They pollute not only natures elements natures products the head heart and its

product emotions. It is interesting to note that material development fulfills necessity and increases comforts but happiness can be seen with the persons livings below poverty line. In India blending of material comfort (based on collection) against while porting giving and sharing will ophthers has its own merits and status. This is the philosophy on when. The instant in man to (shade) reduce stress and discomforts. He wants happiness, pleasure of life ley reducing ones working timings and increasing leisure for pleasure of life.

### Limitations of Study

The major output of thin study is to examine the elements of their functional process of action and reaction with the help of language and literature. They both are cause and effect in their turn, and situations. The study does not study the changes in the technology its process shape and design but watches and scans its impact in the form action of language and literature. The size shape occupancy of land space are not within the preview of this study. The changes in prices of these instruments, their supply and demand impacts have not been shitred. But their impact on number of users and expansion of language and literature number of woods created and coined their usage and applicability has been slandered. The words and mode of phonetic which were restricted earlier by tie idiom society as contraband for the clean atmosphere and good health of the society have been taken for study in new contact. A constraint of period one year financial resources for the study and organizational support was not adequate as the dimensions and facets of the study demands.

### Constraints

The biggest constrain was change in information technology, material, method and infrastructure in general technology and process

of handling the situation and instrument is very fast. The change process and speed is also unpredictable. The laws of prediction, based earlier on liner programming, mathematical prediction modes have changes completely on account of quality accuracy and shifting measuring standards.

### Recognition Indian Writers

Indo – Anglian literature is very vibrant and competent literature among regional literature in India and among English literature in the world is noted by K.V. Domenic (2009) the editor of selected short stories in contemporary Indo Anglian literature (New Delhi) Ravindranath Tagore R.K. Narayan, Mulk Raj Anand, Raja Rao are the have contributed world class literature. In the editors note K.V. Dominic reflected in the emergine writers arundhation Roy, Kiran Desai have brought laurals to it. He further pointed out there are innumerable anthologies of anglogies of Indo – Angalipoetry and critical studies but little has been brought to light about the short stories of world clas writers like Tagore and Narayan. In the some way there is need to make known the budding writers to their own country men , and their sisters and brothers abroad, P.Rajas (2009) the wart is a satire to find evil in others.

### CONCLUSION

Communication SMS. Communication is an exciting subject which is fascinating young and the old alike. Today we write on Compact disk, which remain insible until a machine is used to present the message. The some message could be uqeide on a similar screen on the opposite site of the globe. Was expressed by Simi George Joyshree Krishna murty (2007) in their researches while measuring the leaps and bounds of communication technology. Reddy Km (1998)

expressing on emergency trends in information and communication technology emphasized that advances in information and communication sources are very many and are taking place so fast that is particular becoming impossible to deal with the literature explosion in these areas. Debashish Chakraborti and tanushree Kanungo (2007) analyzing Decanstructing SMS language, hinted that lisbians and gays are qule in our society. The conclusion has been drawn on that, the some sex SMS messages bear a strong tendency to the beginning of gay lesbian era in Indian society. Harper R. Palen and a Taylor (2005) in their research paper visualize. The inside text: Social cultural and design Perspectives on SMS while Brown B., Green, N & R. Harper (2001) to cussed on wireless world: social and international Aspect of the mobile age.

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